



MS&RP
NC MAIN STREET & RURAL PLANNING CENTER
DEPARTMENT OF COMMERCE

PROMOTION

Positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

Promotion Committee Roles & Responsibilities

PROMOTION: The job of the Promotion Committee is to PROMOTE downtown as the center of commerce, culture, and community life for residents & visitors alike. Below are tips and guidance on the roles and responsibilities of the Promotion Committee.

Promotion Committee members:

- Holds meetings to analyze data, develop strategies, brainstorm ideas & plan events
- Visits merchants to solicit input & participation and keeps them informed
- Talks with media (as permitted)
- Coordinates groups to participate, attend, sponsor or partner for promotional activities
- Organizes projects
- Runs events

Responsibilities of Chair include:

- Representing the board to the committee
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- Facilitating (running the) regularly scheduled meetings
- Agenda: creates & sends agenda to the committee a week before meeting as well as notes from previous meeting
- Notes: assigns someone to take the notes, write them up and send to you for proofing to include with the agenda
- Assuring the goals of each subcommittee ties back into the overall goals of the program (mission & vision)
- Forging consensus
- Working with staff
- Running events (in partnership with committee)
- Does necessary paperwork in order to run the committee

Committee Roles & Responsibilities

Chari: Qualities & Expectations

Qualities

- Understands & teaches others Main Street approach to promotion
- Genuine desire to lead the committee & make things happen
- Enjoys managing & leading both people & projects
- Manages difficult personalities & conflicts, builds consensus
- Maintains a positive attitude & encourages participation
- Displays integrity, self confidence, persuasiveness, decisiveness & creativity
- Maintains a positive attitude & encourages participation

Expectations

- Commit to at least one year of service as chair
- Work 5-8 hrs. a month for committee
- Strong organizational skills
- Communicates well to the public committees goals & progress
- Recruits & orients committee members (in partnership with staff)
- Organizes the committee's work plan including managing tasks & scheduling work
- Delegates tasks
- Takes responsibility
- Appoints & oversees any subcommittees
- Manages & rewards volunteers' efforts

Committee Members: Responsibilities & Expectations

Responsibilities

- Image development
- Retail promotions
- Special events
- Marketing strategy

Expectations

- Knows & supports the Main Street Approach
- Genuine desire to serve
- Keeps an open mind to be creative and learn from others
- Thinks about the "big picture" yet also concentrates on the details
- Knows when to be decisive & come to closure
- Willingly pitches in to run events
- Possesses skills & interest to be on the Promotion Committee
- Carries out plans & projects in timely manner

Staff: Role With Committee

- Assist with committee development
- Assist with committee work plan development
- Assist with promotions projects
- Assist with volunteer management
- Attend committee meeting
- Makes sure that all permits, required licenses, insurance, etc. is in place for all events

Committee Roles & Responsibilities

Typical Promotion Committee projects could include and are not limited to the following and should be as unique as your community.

- Committee work plan development
- Promotional calendar
- Business directory
- Image building campaign
- Holiday lighting/events, etc. Co-sponsoring events with other organizations when there is a shared vision such as a historic tour with historical society, downtown tour of available properties with the local realtors, bankers, etc., art hop with arts council
- Strategic retail event
- Retail tie-in to an existing special event
- Logo development (in conjunction with design & organization committee)
- Training & education on topics pertinent to the committee (this should be on-going)

Components of a Good Meeting:

- Has a clear agenda & purpose
- Starts & finishes on time
- Has a good facilitator/chair
- Has agreed upon ground rules
- Assembles a good balance of people (skills & interest) to serve
- Has active group discussions & reaches conclusions

Signs of a Bad Meeting:

- No written agenda
- Agenda too long
- Wrong mix of people serving on committee
- Starts late, ends late
- No purpose or conclusion
- Members unprepared
- Downtown Director and/or chair does all the talking



This document was created to assist designated NC Main Street Communities and any other community that would like to develop best practices for downtown economic development.